TRANSPORTATION TUESDAY

AVOID LANE CHANGE / MERGE ACCIDENTS ... TURN OUT YOUR SIDE MIRRORS TO REDUCE

BLIND ZONES

Good visibility is no accident

THERE ARE MORE THAN 600,000 LANE CHANGE/ MERGE ACCIDENTS IN THE UNITED STATES EACH YEAR.

More than 200 people die each year in these accidents.

60% of drivers causing the crash say they didn't see the other vehicle.

We don't have statistics for Middle East - but you see what goes on every day.

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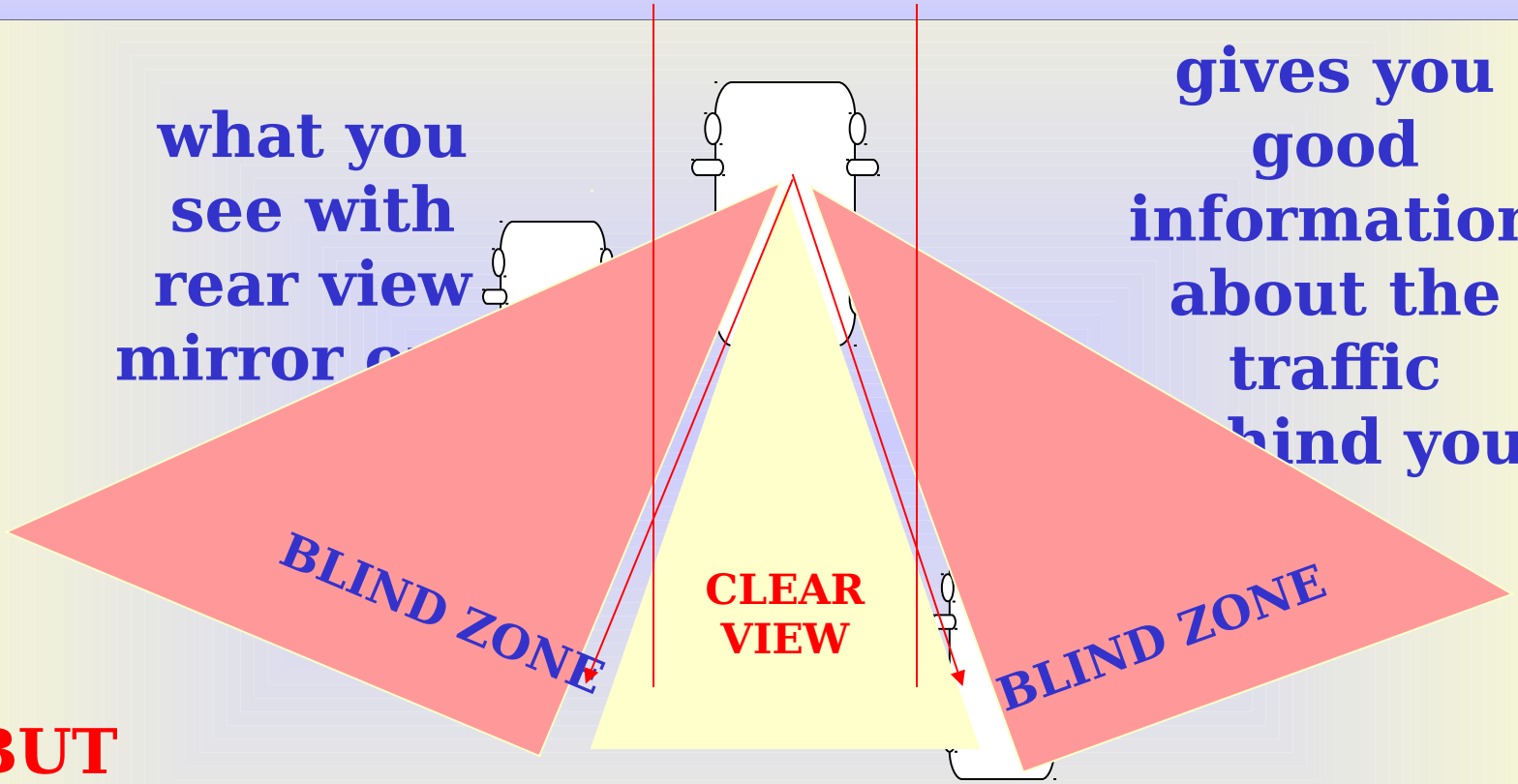
YOUR REAR VIEW (INSIDE) MIRROR IS NOT ENOUGH



BUT

you cannot see traffic on your left and right until it gets very close

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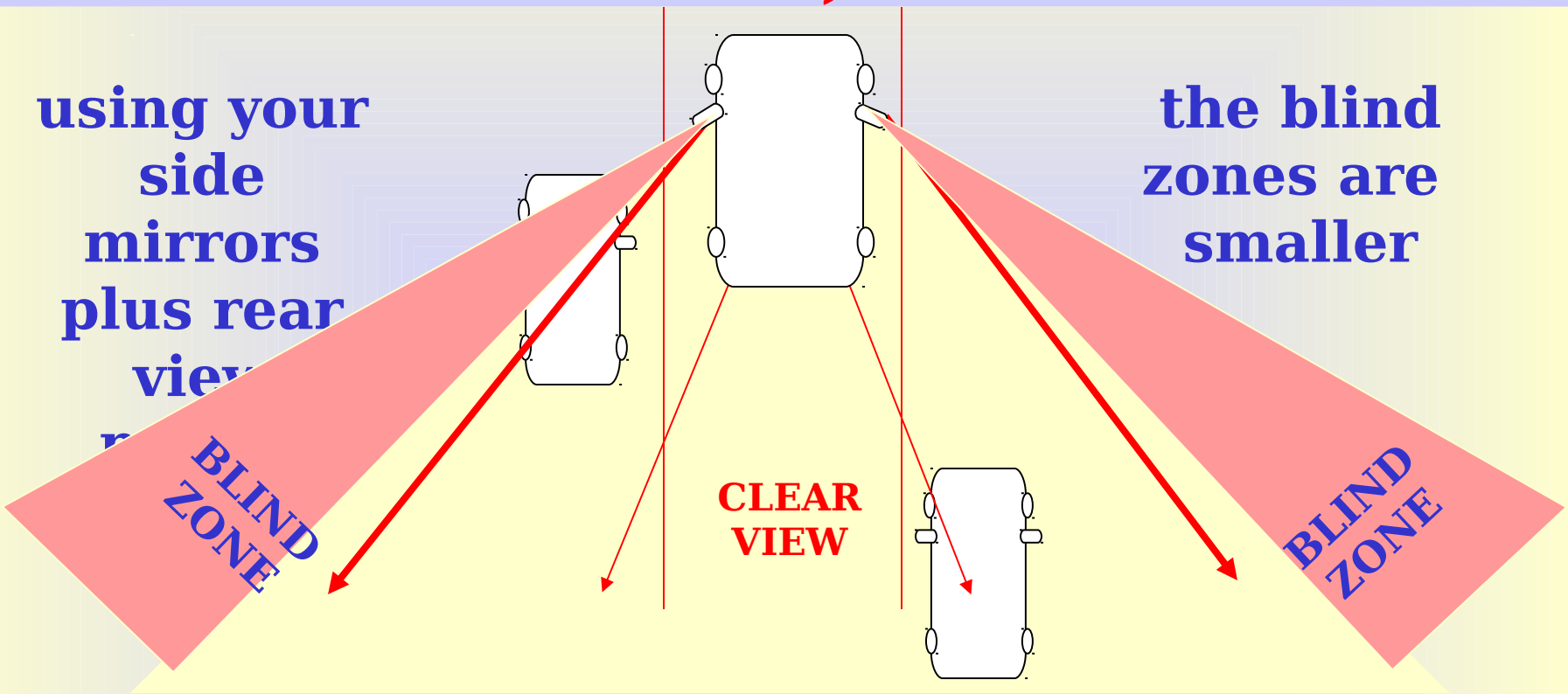
NORMAL SIDE MIRROR POSITION - (YOU CAN SEE THE SIDE OF YOUR CAR)

using your side mirrors plus rear vie

the blind zones are smaller



AND other traffic stays in your view for longer

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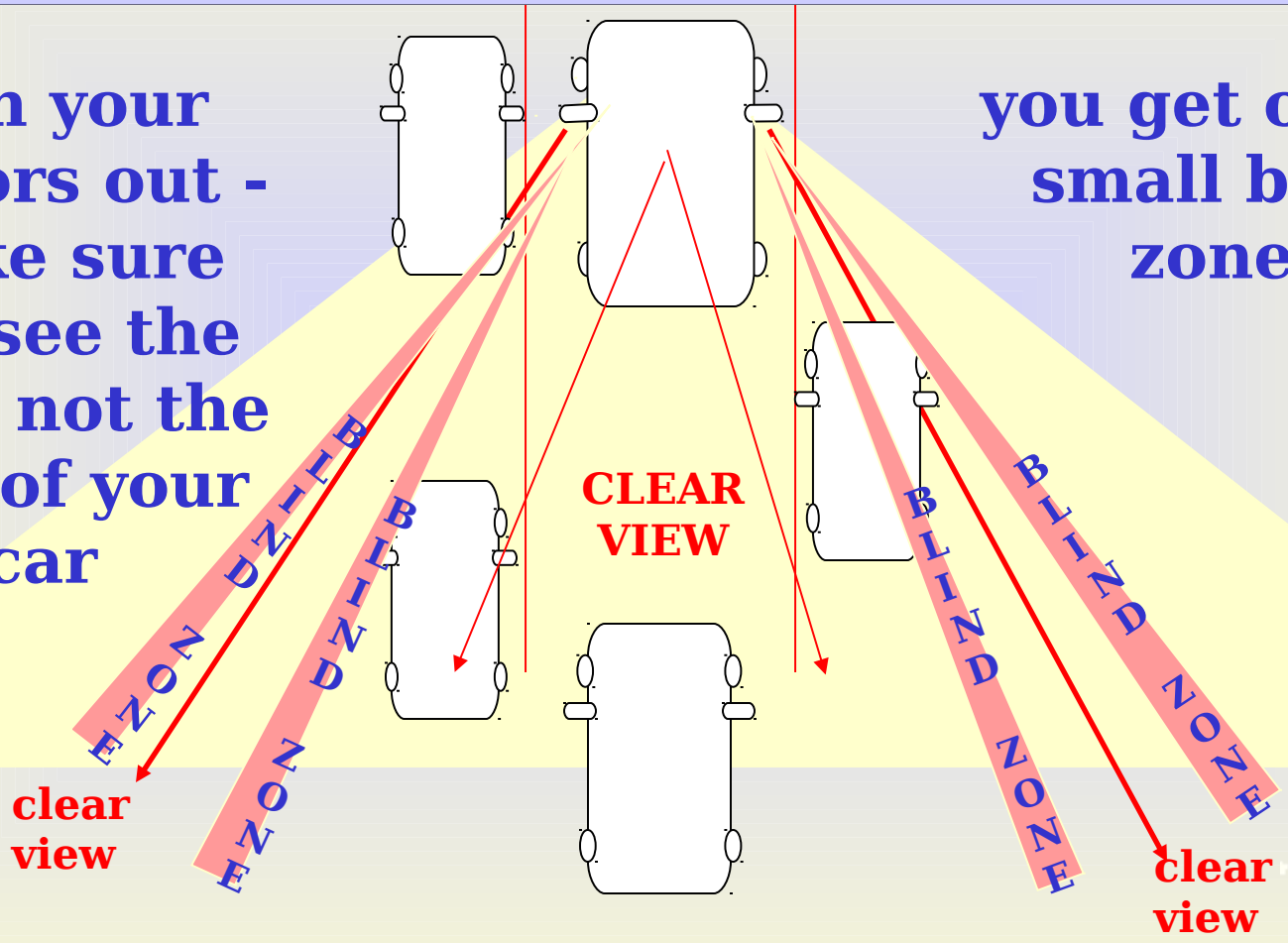
NEW SIDE MIRROR POSITION -
(YOU LOOK ALONG THE ROAD, NOT THE SIDE OF YOUR CAR)

turn your mirrors out - make sure you see the road, not the side of your car

you get only 4 small blind zones



you can see other traffic sooner and for longer

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FIVE GOOD REASONS TO TURN OUT YOUR MIRRORS

- you don’t need to look over your shoulder so often (but it’s not a bad idea to do so)
- you need only a brief glance at the mirror to view the blind zone - at highway speeds, turning your head means 30m travelled
- glancing at the mirror leaves the forward scene in your view
- blind zones can be included in your visual scanning (which we’re all doing, of course)
- at night, no more glare from headlights

GOOD VISIBILITY IS NO ACCIDENT

It will take time to change your habits and to get used to the new mirror position.

But stick with it and you will be rewarded with a new view in driving that will improve your safety and comfort.

Try the new mirror position today

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